



# Board Appointment Form

City Clerk's Office

<b>Appointing Office</b>	Mayor Renard U. Johnson
<b>Agenda Placement</b>	Consent
<b>Date of Council Meeting</b>	
<b>Name of Board</b>	Greater El Paso Civic, Convention and Tourism Advisory Board
<b>Agenda Posting Language</b>	
Daniel James Veale to the Greater El Paso Civic, Convention, and Tourism Advisory Board by Mayor Renard U. Johnson.	
<b>Appointment Type</b>	Regular
<b>Member Qualifications</b>	
A person whose duties include daily operation and oversight of the Greater El Paso Civic, Convention and Tourism Advisory Board.	
<b>Nominee Name</b>	Daniel James Veale
<b>Nominee Email Address</b>	[REDACTED]
<b>Nominee Residential Address</b>	[REDACTED]
<b>Nominee Primary Phone Number</b>	[REDACTED]
<b>Residing District</b>	District 1
<b>City Employed Relatives</b>	N/A
<b>Board Membership</b>	
None other than the Greater El Paso Civic Convention and Tourism Advisory Board.	
<b>Real estate owned in El Paso County</b>	
N/A	
<b>Previous Appointee</b>	Daniel James Veale
<b>Reason for Vacancy</b>	Term Expired
<b>Date of Appointment</b>	05/27/26
<b>Term Begins On</b>	09/01/25
<b>Term Expires On</b>	08/31/27
<b>Term</b>	Unexpired Term

# Daniel James Veale

## [EDUCATION]

### University of Texas at El Paso

- Master of Business Administration with a Management Concentration, August 2011

### Southern Methodist University

- Bachelor of Arts in Corporate Communications and Public Affairs/Minor in Spanish, August 2009

## [WORK EXPERIENCE]

### September 2021 - Current

#### El Paso Children's Hospital El Paso, Texas

##### *Director of Marketing & Public Information Officer*

- Oversight of all marketing, creative and advertising
- Spokesperson and direct media contact

### July 2012-April 2016

#### July 2019- March 2021 UTEP Athletics El Paso, Texas

##### *Assistant Athletic Director of Marketing (Progression of Promotions)*

- Promoted and market 16 NCAA Division I sports to local, national and international fan base.
- Served on UTEP Athletics' Senior Staff alongside the Director, Senior Associates, Director of Tickets and the GM of Van Wagner to govern the day-to-day success of the department as a whole.
- Managed all UTEP Athletics branding, logo usage, merchandise creative and inventory selection with all vendors.
- Introduced and created visible social media and digital marketing presence of the UTEP Athletics brand.
- Manage trade and advertising packages for all media partners including but not limited to: television, radio and print.
- Monitored and assessed social media marketing strategies to identify growing trends in social network field.
- Marketed all aspects of the athletic department through the use of the Facebook, Twitter, Instagram, and YouTube.
- Supervised the media relations and creative staff to produce, design and edit advertising campaigns, game programs, posters, brochures, schedule cards & fan giveaways.
- Coordinated and appear on weekly media interviews (TV, radio, print) to promote upcoming Athletics events.
- Developed and brainstormed season-long fan engagement ideas to fulfill corporate sponsorships.
- Direct liaison between Athletics and Student Affairs/El Paso community.
- In 2020, earned Top 3 award out of all Division 1 programs for an exemplary and unique advertising campaign appealing to fans all over the country.
- Created and approved all designs for merchandise products and giveaways that appealed to every type of fan.
- Supervised Director of Marketing, all student staff, interns, graduate assistants, volunteers and student-athletes on day-to-day and game day operations.
- Managed entire budget for the UTEP Athletics Marketing department.
- Coordinated with Conference USA, NCAA, league members and UTEP administration to host the 50th 1966 NCAA

Championship Celebration, 2014 Record Breaking WNIT Championship, 2011 & 2014 Conference USA Men's and Women's Basketball Championships and 2012 C-USA Women's Soccer Championship.

- Served on numerous campus boards including but not limited to: UTEP Centennial Celebration, 1966 50<sup>th</sup> Anniversary, Minerpalooza, Student Government Association, Student Engagement and Learning Center, Homecoming Committee, Campus Transformation.
- Worked closely with the Vice President of Student Life, the Vice President of Alumni Relations and the Director of Institutional Advancement to increase stakeholder involvement in UTEP Athletics across all entities.
- Helped introduce new campus spirit weekly activities leading into gamedays with the Director of Spirit Operations.
- Enhanced gameday atmosphere by adding new elements such as: interactive video and audio crowd prompts, stadium music choices, student engagement through Miner Maniacs, theme nights (football, men's and women's basketball, volleyball, women's soccer, softball), increasing exposure and involvement of band, cheer and dance to increase group and individual ticket sales.

**September 2017 – July 2019 SMU Athletics Dallas, TX**

***Director of Marketing***

- Promote and market 16 NCAA Division I sports
- Oversight for all marketing efforts including: Football, Men's Basketball, Swimming & Diving, Rowing, Men's Soccer and Women's Soccer and Equestrian.
- Coordinated all creative, communication, design and implementation with our creative partners for each year's themed look.
- Supervise all staff, interns, graduate assistants, volunteers and student-athletes on day-to-day and game day operations.
- Helped enhanced gameday atmosphere alongside Director of Gameday by bringing new elements such as: fan friendly video board features, in-venue DJ and live emcee, student engagement through The Mob, theme nights, and increased involvement of band, cheer and dance.
- Market all aspects of the athletic department through the use of the Facebook, Twitter and Instagram.
- Monitor and assess social media marketing strategies to identify growing trends in social network fields.
- Manage advertising efforts for the department through: television, radio, billboards, print and other unique mediums such as airports and public transportation.
- Coordinate with the media relation's staff in conjunction with Learfield to produce, design and edit advertising campaigns, corporate sponsorships, game programs, posters, brochures, schedule cards & fan giveaways.
- Direct liaison to Mustang Club and IMG Learfield Ticketing to create and implement revenue generating season ticket/group campaigns.
- Served as the campus liaison to enhance the overall student experience such as: SMU Stampede Move In, Welcome Back Week, campus activations, Homecoming, New Student Orientations, Residence Life and Alumni Relations.
- Co-founded the Dallas Community Outreach Committee that provides direct exposure to parts of DFW that are not normally connected with SMU.
- Revamped the Peruna's Pals Kids Club program to include: new logos, website design, membership features, new experiences and gear.

**April 2016 – May 2017 Kraddick Foundation (Kidd's Kids) Dallas, TX**

***Director of Development***

- Implemented and managed the annual major gifts campaign and development activities with a large base of volunteer campaigners, raised over \$700,000 cash and gift-in-kind.
  - Sent over 60 life-altering & life-threatening kids and their families to Disney World on an all-expense paid trip.
- Provided leadership and development strategies to increase major and planned gifts.
- Successfully identified, qualified, cultivated, solicited and stewarded donors of \$1,000+, volunteers, and community leaders.
- Implemented efficient grants management to ensure all aspects of individual gifts and corporate or foundation grants were met and the expenses accounted for.

- Partnered heavily with Children's Medical Dallas and Cook Children's Fort Worth for programming and community events.
- Executed planned giving/endowment activities - individual solicitation, special events, direct mail and seminars. Oversaw endowment and memorial fund documents and database.
- Supervise all public relations efforts of the agency and in-house promotions.
- Directed all efforts for branding and market positioning, including social media.
- Created and implemented comprehensive plan for development and marketing activities.
- Doubled foundation support and increased cumulative funds in just one year.
- Supervised interns and administrative assistant.

**May 2011-July 2012 UTEP Athletics El Paso, Texas**

***Assistant Director of Athletic Development***

- Cultivated and solicited individuals, corporations and foundations for prospective athletic donors.
- Planned and facilitated all donor fundraising including but not limited to: the Orange Fever Fiesta Annual Fundraiser, Team Fun Drive Campaign, UTEP Locker Campaign, Hall of Fame Dinner, pre-game dinners and events and the exclusive Captain's Club during football home games.
- Moved and cultivated donor gifts of \$5,000 and above including the Circle of Champions generous giving level.
- Coordinated trade contracts with local restaurants and vendors to enhance donor relations.
- Designed and edited advertising materials for donor events.
- Supervised and directed interns and student workers.

**[HONORS]**

- NACMA Top 3 Division 1 Campaigns – Defend the Don 2020
- SMU Young Alumni Board Member 2017-2019
- El Paso Top 30 Professionals Under 30
- PRSW Monthly Luncheon Presenter 2015
- SMU Swimming and Diving Team Captain, 2008-2009
- SMU Meyer Brothers Academic Award All-Around Athlete, 2009
- Conference USA Commissioner's Honor Roll, 2006-2009
- NCAA National Student-Athlete Development Conference, 2008

**[COMMUNITY EFFORTS]**

- Texas Hospital Association Communications Council Member
- Destination El Paso Tourism Advisory Board – Vice Chair
- Make a Wish El Paso Board Member
- YWCA Men's Council Leader
- Co-founded SMU Dallas Community Outreach Committee
- City & County of El Paso Liaison – Work one-on-one with Mayor and County Judge
- Ft. Bliss Army Base Liaison – Work Directly with Commanding General and Public Affairs Office.
- Young Leaders Society Mentor – United Way
- PRSW- Public Relations of the Southwest
- UTEP & Community Mentor Programs – 1 student each year per group
- Official El Paso Digital Ambassador